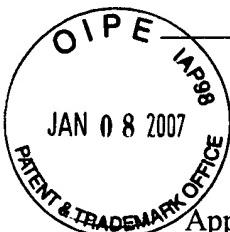


*1fw*

3622

Please Direct All Correspondence to Customer Number **26,332**



### AMENDMENT / RESPONSE TRANSMITTAL

Applicant : William P. Price et al.  
 App. No : 10/022,558  
 Filed : December 14, 2001  
 For : AUDIOVISUAL SYSTEM AND  
 METHOD FOR DISPLAYING  
 SEGMENTED ADVERTISEMENTS  
 TAILORED TO THE  
 CHARACTERISTIC VIEWING  
 PREFERENCES OF A USER  
 Examiner : Daniel Lastra  
 Art Unit : 3622

#### CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

January 3, 2007

(Date)

*Bruce S. Itchkawitz*  
Bruce S. Itchkawitz, Reg. No. 47,617

**Mail Stop Amendment**  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

- (X) Amendment and Response to October 4, 2006 Office Action in twelve (12) pages.
- (X) Two (2) Return prepaid postcards.

The fee has been calculated as shown below:

<b>FEE CALCULATION</b>				
<b>FEE TYPE</b>		<b>FEES CODE</b>	<b>CALCULATION</b>	<b>TOTAL</b>
Excess Claims	51 - 51 = 0	1202 (\$50)		N/A
Excess Independent	3 - 3 = 0	1201 (\$200)		N/A
Multiple Claim	1.16(j)	1203 (\$360)		N/A
1 Month Extension	1.17(a)(1)	1251 (\$120)		N/A
2 Month Extension	1.17(a)(2)	1252 (\$450)		N/A
3 Month Extension	1.17(a)(3)	1253 (\$1,020)		N/A
IDS Fee	1.17(p)	1806 (\$180)		N/A
<b>TOTAL FEE DUE</b>				N/A

Docket No.: K35A0773 / 1807-2001

(WESDIG.069A)

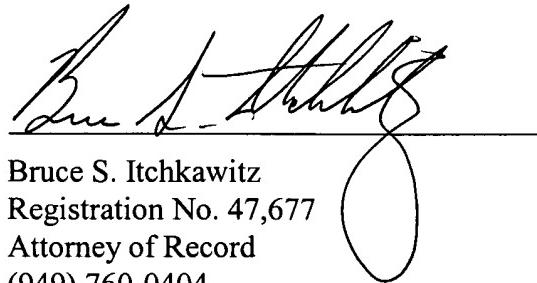
App. No.: 10/022,558

January 3, 2007

Page 2 of 2

Please Direct All Correspondence to Customer Number 26,332

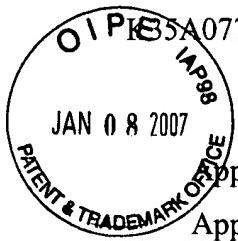
Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



The image shows a handwritten signature in black ink, appearing to read "Bruce S. Itchkawitz". Below the signature is a horizontal line. To the right of the line is a small, separate circle containing a handwritten mark.

Bruce S. Itchkawitz  
Registration No. 47,677  
Attorney of Record  
(949) 760-0404

3266397/kl  
010307



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : William P. Price, et al.  
Appl. No. : 10/022,558  
Filed : December 14, 2001  
For : AUDIOVISUAL SYSTEM AND  
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SEGMENTED  
ADVERTISEMENTS TAILORED  
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Examiner : Daniel Lastra  
Group Art Unit : 3622

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January 3, 2007

(Date)

Bruce S. Itchkawitz, Reg. No. 47,677

AMENDMENT AND RESPONSE TO OCTOBER 4, 2006 OFFICE ACTION

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of October 4, 2006, Applicant submits the following:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.